



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

American Media & Advocacy Group  
815 Slaters Lane  
Alexandria, VA 22314

## Contract # 103187

**Schedule Dates** 10/08/12-10/14/12  
**Advertiser** National Rifle Association (7153)  
**Agency** American Media & Advocacy Group (4389)  
**Product** Political/Issues (1129)  
**Brand** political issue (13047)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** MORAN,KRISTY  
**Phone/Fax** /  
**CPE** 137/490/3316  
**Account Types** National/Political Issue  
**Billing Type** Standard  
**Comments** FALL 2012

**Date Entered** 10/05/12  
**Last Modified** 10/05/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07910597  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,295.00  
**Net Total** \$30,005.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	15	\$35,300.00
<b>Grand Total:</b>	<b>15</b>	<b>\$35,300.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	6:57A- 9A (EST)	1						X		1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS THS MRN:SA	10/5/12
2.0	Normal Line / NFL-BROWNS/BENGALS	10/14/12-10/14/12	3	:30	12:57P- 5P (EST)	2							X	2	\$6,000.00	\$12,000.00	WBNS-TV (WBNS)	BROWN/BENGALS FOOTBALL	10/5/12
3.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	7:57P- 9P (EST)	1		X						1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	NCIS-CBS	10/5/12
4.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	10P- 11P (EST)	1	X							1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	HAWAII 5-0-CBS	10/5/12
5.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	10:30A- 11A (EST)	1							X	1	\$3,600.00	\$3,600.00	WBNS-TV (WBNS)	FACE NATION-CBS	10/5/12
6.0	Normal Line / SPOT	10/08/12-10/08/12	2	:30	12:37A- 1:37A (EST)	1	X							1	\$400.00	\$400.00	WBNS-TV (WBNS)	LT-FERGUSN-CBS<	10/5/12
7.0	Normal Line / SPOT	10/10/12-10/10/12	2	:30	12:37A- 1:37A (EST)	1			X					1	\$400.00	\$400.00	WBNS-TV (WBNS)	LT-FERGUSN-CBS<	10/5/12
8.0	Normal Line / SPOT	10/11/12-10/11/12	2	:30	12:37A- 1:37A (EST)	1				X				1	\$400.00	\$400.00	WBNS-TV (WBNS)	LT-FERGUSN-CBS<	10/5/12
9.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	12:37A- 1:37A (EST)	1					X			1	\$400.00	\$400.00	WBNS-TV (WBNS)	LT-FERGUSN-CBS<	10/5/12
10.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	12A- 1A (EST)	1						X		1	\$400.00	\$400.00	WBNS-TV (WBNS)	CRIMINAL MINDS<	10/5/12
11.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	11:35P- 12A (EST)	1							X	1	\$900.00	\$900.00	WBNS-TV (WBNS)	WALL-WALL SPORTS<	10/5/12
12.0	Normal Line / SPOT	10/10/12-10/10/12	2	:30	5A- 5:55A (EST)	1			X					1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NWSHD 5A	10/5/12
13.0	Normal Line / SPOT	10/11/12-10/11/12	2	:30	5A- 5:55A (EST)	1				X				1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NWSHD 5A	10/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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14.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	5A- 5:55A (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	10TV NWSHD 5A	10/5/12

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